Nine Elms on the South Bank
Activity Report
Friday 22 November 2013

Distribution:
Helen Fisher
Samantha Campbell
Emma Johnson
Tom Nutt
Bea Bishop
Caroline Horwich

Prepared by:
The Communication Group plc
1. Overview
In the last month, Consultancy’s activity has included:

- A full day’s filming with International Business Times, which focused on the entire Nine Elms on the South Bank area
- Arranging briefings, quotes and guided tours of the area for The Lawyer, World Architecture News, Time and Leisure (Clapham, Battersea and Fulham) and The Leaf Review
- Liaising with the US Embassy team on the rescheduled ground-breaking event
- Working with the Nine Elms team to deliver the Regeneration and Renewal Placemaking Award
- Facilitating the place-making narrative discussion for Nine Elms on the South Bank
- Refining the Q&A document

Coverage highlights this month include:

- Cityscape magazine
- London Evening Standard – 13 November
- London Evening Standard – 20 November
- Telegraph.co.uk

2. Media Relations
Media coverage log included in Appendix 1

The Lawyer - Consultancy arranged for Kate Beioley to meet with Helen Fisher on 30 October for her piece on Nine Elms and its upcoming developments. A full briefing note was forwarded ahead of time (see Appendix 2). Consultancy has sent over images and additional information, including timeline of developments, to Kate and will forward the piece when it appears. The Lawyer is a weekly publication reporting on legal news and opinion, with an estimated circulation of 22,645.

Time and Leisure (Clapham, Battersea and Fulham) - Consultancy set up a meeting for Jon Watt with Helen Fisher to discuss the burgeoning cultural offer in Nine Elms, as well as providing an overview of the scale of developments. A full briefing note was supplied ahead of time (see Appendix 2). Consultancy has sent over images and will forward coverage as soon as it appears. Time and Leisure (Clapham, Battersea and Fulham) magazine is a free monthly publication, covering upcoming cultural activities in the area.

The Leaf Review – Consultancy arranged for Philip Kleinfield to have a tour of Vauxhall with Chris Law and Susie Gray in addition to having separate telephone calls with Helen Fisher and Cllr Peck on 25 October. A full briefing note was circulated ahead of time (see Appendix 2). Consultancy remains in contact with Philip and will forward coverage when it appears. The Leaf Review is a bi-annual magazine aimed at architects and construction professionals in Europe, with a readership of 7,616.
World Architecture News.com - Consultancy arranged for Sian Disson and Caroline Stephens to meet Helen Fisher on 7 November for an interview covering Nine Elms on the South Bank, as well as having a guided tour of the area with Chris Law. A full briefing note was supplied ahead of time (see Appendix 2). World Architecture News.com has uploaded the interactive map of Nine Elms on the South Bank onto their website and Facebook page, which will be updated as and when developments progress. World Architecture News is a global online resource for architects, with 2,100,000 monthly unique users; the Facebook page has 161,000 ‘likes’.

International Business Times – Consultancy arranged for the International Business Times to interview a number of development partners on 19th November for a 10 minute documentary piece.

An itinerary was planned as follows:

- 9.00am: arrival at Nine Elms offices
- 9.15am: interview with Helen Fisher, Programme Director of Nine Elms on the South Bank
- 10.00am: interview with Cllr Govindia, Leader of Wandsworth Council and co-chair of the Nine Elms Vauxhall Partnership
- 10.30am: interview with Sean Ellis, Chairman of St. James Group Ltd.
- 11.00am: interview with Rachel Broughton, Senior Development Manager of CLS Holdings
- 12.30pm: interview with Giles Semper, Executive Director of Vauxhall One
- 1.30pm: interview with Cllr Peck, Leader of Lambeth Council and co-chair of the Nine Elms Vauxhall Partnership
- 2.00pm: interview with Pam Alexander, Chair of Covent Garden Market Authority
- 4.00pm: interview with Richard Oakes, Sales and Marketing Director at Ballymore

A briefing note with areas of focus was supplied ahead of time. Consultancy will continue to liaise with the International Business Times and ensure that they have all the necessary material, and will circulate the video to partners as soon as possible. International Business Times is an online publication that provides financial news and analysis and has a readership of 1,793,000.

3. Regeneration & Renewal Placemaking Award
Following identification of the award by the Client, Consultancy drafted an entry on behalf of Nine Elms on the South Bank and worked with the Client to obtain supporting material in the form of media coverage quotes.

4. US Embassy Event
Consultancy liaised with the US Embassy press office to ensure that the relevant stakeholders and media were invited for their ground-breaking event that was held on 13 November 2013. BBC London Radio contacted Consultancy with an opportunity to interview Helen Fisher on the morning of the ground-breaking. Following discussion, it was decided to pass on the opportunity – Cllr Govindia was interviewed, as was the US Ambassador.
Consultancy collated all coverage of the event and forwarded to Client.

5. Narrative development
A meeting to discuss ideas for a stronger place-making narrative for Nine Elms on the South Bank was held on 12 November 2013, with various partners in attendance. Consultancy will collate the various ideas and share with the partnership shortly.

6. Thames Festival meeting
Consultancy attended a presentation on 20 November 2013 of potential activity as part of the Thames Festival in 2014 and beyond following a brief co-drafted by the Consultancy.

7. Internal Q&As & Positioning Statements
Consultancy has been liaising with partners and Client to make the final changes to the new internal Q&A document, which has been included in Appendix 3.

8. 2014 Marketing Plan
Consultancy has been working closely with Client to draft the 2014 marketing & communications plan.

9. Media Monitoring
Consultancy has worked with Meltwater media monitoring service in order to set up a Nine Elms coverage cuttings service, which will be implemented shortly.

10. Activity Plan
The activity plan has been updated and will be circulated at the 22 November meeting.

11. Coverage
Since the last monthly meeting there have been 75 pieces of UK, international, online and broadcast coverage, with an estimated international reach of 345,839,998.

Financial Times: “One of the world’s greatest architects, Frank Gehry, is to work alongside Lord Foster to design a new eight-acre phase of the Battersea power station redevelopment… The ambitious plans have been made possible with the backing of a consortium of government-backed Malaysian investors who have pledged enough money to drive the development forward, up to £1bn. They offer hope that, with the redevelopment of neighbouring Nine Elms (where the new US embassy is currently under construction), this long closed-off part of the industrial city might yet be woven back into its fabric.”

“The changing character of the capital makes things trickier. Much of the city’s population growth over the past decade has been in east London, which is poorly served by the Tube… Projects are already underway to deal with this. Automatic signalling is being introduced on the Northern line so that more trains can run more frequently. There are plans to extend the line to Nine Elms in Battersea.”

This Is Money.co.uk: http://www.thisismoney.co.uk/money/news/article-2466045/ALEX-BRUMMER-Blame-game-Royal-Mail.html?ito=feeds-newsxml,
“The other area of dispute is the valuation of the property assets, including at least three premier
development sites in central London. These sites were valued in the prospectus on the basis that full planning permission is still awaited. It would not take a property genius to recognise that the 14 acre Nine Elms site in South London is potentially hugely valuable. It sits in one of London’s most up and coming areas with the arrival of the US Embassy in the area as well as the redevelopment of the Battersea Power Station.”

Cityscape magazine: “Nine Elms on the South Bank is one of the largest regeneration areas in Europe. Costing a total of £15 billion ($24 billion), the development will transform the area between Lambeth Bridge and Chelsea Bridge… The development will cover 15 acres and will provide 2.6 million sq ft (790,000m²) of apartments, office space, retail and leisure facilities. A total of 2,000 new homes will be provided, alongside up to 600,000 sq ft (180,000 m²) of office space and a 100-bed hotel. A linear park will link Vauxhall with Battersea Park.”

London Evening Standard: “Never before has London’s waterfront been such an attractive place to live. Imaginative architecture and building projects are embellishing new neighbourhoods, incorporating art, cultural and leisure space. Improved transport links are opening formerly closed-off zones at regenerated Nine Elms, where a kilometre-long park from Vauxhall Bridge to Battersea Power Station will open next year.”

Sunday Times: “For decades, smoke belched from the chimneys of Battersea power station. Now the dilapidated building is to be reborn with a huge rooftop garden. Plans for the £750m redevelopment of the colossal Thames-side building in southwest London will be revealed by its architects and developers this week ahead of public consultation. As well as the 90,000 sq ft garden, they include a complex of offices, 200 shops and 240 apartments… The overall design of the Battersea/Nine Elms village, which will include more homes, offices and shops on unused land, is by a team led by Rafael Viñoly, the Uruguayan architect who designed the “Walkie Talkie” building in the City of London.”

Telegraph.co.uk: http://www.telegraph.co.uk/property/luxuryhomes/10394393/Head-to-Londons-South-Bank-for-a-modern-riverside-experience.html,
“Touted as the biggest regeneration project in the UK, Nine Elms – the 481-acre area stretching between Battersea and Vauxhall – is set to become a vibrant new cultural district. Besides high-end residential schemes, the area will feature luxury boutiques and restaurants and landscaped parks. Expect exclusive exhibitions, concerts and fashion shows focused around Battersea Power Station’s new galleries and Power House, and culinary events at New Covent Garden Market. Tate Britain is just a short stroll over the river.”

“Nine Elms, one of the largest regeneration projects ever seen in Europe, is rapidly taking shape. Spanning 195 hectares of central London on the South Bank of the Thames, Nine Elms is the final piece of the riverside to undergo wholesale transformation. Nine Elms on the South Bank is set to become a buzzing new residential and business district in the British capital, boasting levels of population and employment density to rival its central London neighbors.”

Building Design.co.uk: http://www.bdonline.co.uk/news/work-on-kieran-timberlakes-us-embassy-begins/5063539.article,
“The start of work on the new American embassy at Nine Elms by Kieran Timberlake was marked this week by a ground breaking ceremony at the central London site. The Philadelphia-based practice was chosen as the winner back in February 2010 with US ambassador to the UK Matthew Barzun (pictured) on hand to oversee construction work beginning… The £500 million scheme is one of the centrepieces of the revamp of the wider Battersea area which includes regenerating the power station and extending the Northern line two stops from Kennington and featuring new stations at Nine Elms and Battersea.”

“Foreign completion may well price some Britons out of buying flats to live in. Buy British buy-to-let investors who can offer cheaper mortgages than first-time buyers are a bigger cause of falling home-ownership rates. As the housing market recovers, British investors are increasingly copying foreigners: flats at Embassy Gardens in Nine Elms were mostly sold off-plan to natives this year.”

London Evening Standard (Homes and Property): “Construction of the new American embassy at Nine Elms, Battersea, starts today, putting the spotlight firmly on an exciting new area in London’s largest regeneration zone…Coinciding with ground works for the glass-cube US embassy designed by Kieran Timberlake Architects is the unveiling of architectural designs for the long-awaited refurbishment of Battersea Power Station, while opening next week is a public inquiry into the government-backed Northern line extension that will bring two new Tube stations to the area by 2019.”

BBC News.com: [http://www.bbc.co.uk/news/uk-england-london-24922679](http://www.bbc.co.uk/news/uk-england-london-24922679),
“Construction work on London’s new American Embassy gets underway this morning with a topping out ceremony. The building, which will replace the existing embassy in Grosvenor Square, is the catalyst for the redevelopment of the Nine Elms area which will see new office blocks, residential towers and a transformation of Battersea Power Station.”

12. Date of next meeting

Next Client meeting is scheduled for 20 December 2013 at 10.30am.
Appendix One
Coverage Log
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Appendix Two
Briefing Notes
Jon Watt
Editor, Time and Leisure (Clapham, Battersea and Fulham)

Interview & tour details:
Date: Thursday, 24th October 2013
Time: 10.00am
Venue: Covent Garden Market
Attendees: Bea Bishop and Caroline Horwich – The Communication Group plc

About Jon Watt:
Jon has been the editor for Time and Leisure (Clapham, Battersea and Fulham) since September 2011. He also covers sports, food and drink, travel and general lifestyle interviews and features for a variety of titles, such as MSN, Archant Life, Football Punk and the Covent Garden Journal.

About Time and Leisure
Time and Leisure (Clapham, Battersea and Fulham) magazine is a free monthly publication. It covers local news, art and culture, style and wellbeing, homes and garden, as well as publishing a ‘what’s on guide’ for each month.

Briefing background:
In addition to having a guided walk of the area with the Communication Group plc team, Jon will be meeting Helen Fisher and Susie Gray for a briefing on recent developments within Nine Elms on the South Bank, focusing particularly on the increased cultural offering. This briefing has been organised following our media outreach for the cultural release distributed last week (release included below for background information).

Jon will be interested in speaking about how the burgeoning cultural offering in Nine Elms will benefit the residents of Clapham, Battersea and Fulham. Given the location focus of the magazine, Jon will be particularly interested in plans for the town centre at Battersea Power Station, the two new tube stations, and the enlivenment of Nine Elms lane. However, it will also be important to highlight current and forthcoming activities in Vauxhall, and how it will ‘join up’ with the town centre at Battersea to create a vibrant cultural destination for local residents.

The tour will incorporate:

- The Vauxhall Pleasure Gardens – where we will highlight the open air cinema, plans to improve the gardens and plans for future event
- The Vauxhall railway arches – indicating what Vauxhall One has achieved so far and plans for the future
- The Tea House Theatre – where we will talk about initiatives led by the Tea House such as the summer fete
- Riverlight marketing suite – incorporating the RCA project space and plans for the retail and leisure facilities
• Embassy Gardens marketing suite – where we will highlight plans that both Ballymore and the US Embassy have to enliven the area and the linear park

Recent articles:
• ‘Tall stories from a ‘whys’ man,’ 23rd September 2013
  http://www.timeandleisure.co.uk/blog/80-blogs/2710-tall-stories-from-a-whys-man.html

• ‘October Art,’ 3rd October 2013
  http://www.timeandleisure.co.uk/whats-on/previews/2730-october-art.html

• You know your food – you’ve had your say,’ 23rd August 2013
  http://www.timeandleisure.co.uk/blog/80-blogs/2690-you-know-your-food-youve-had-your-say.html

• ‘Easy as BCD,’ 22nd February 2013
  http://www.timeandleisure.co.uk/blog/80-blogs/2311-easy-as-bcd.html

Contact Details:
Jon Watt: 020 8545 6777
jon.watt@timeandleisure.co.uk
Philip Kleinfeld Staff Writer, Leaf Review

Briefing Details:
Date: Friday 25th October
Type of interview: Conference call with Helen Fisher, followed by a walking tour of the area
Also present: Bea Bishop and Caroline Horwich – The Communication Group plc

About Philip Kleinfeld:
Philip Kleinfeld is a staff writer for the Progressive Digital Media Group, which publishes the Leaf Review. In addition to covering architectural news, Philip also writes articles on finance, oil and gas, nuclear and wind, pharmacy, and leadership. Previously, Philip wrote for Haaretz, Israel's leading liberal broadsheet, where he examined the nation’s political climate.

About Leaf Review:
Leaf Review is a bi-annual magazine aimed at architects and construction professionals in Europe, with a readership of 7,616. The magazine consists of a wide variety of articles, case studies, exclusive interviews and profiles, providing information on the latest developments on the architectural scene.

Briefing background:
Philip is currently writing a piece on Nine Elms and has already spoken to the GLA and the Design Council. In addition to a phone conversation with Helen to learn more about Nine Elms on the South Bank, Philip will be attending a guided walk of the area to gain a sense of the place and see how things are developing.

Given that he is writing for an architectural publication, he will want to focus on both the design schemes and the architects of the upcoming building projects in the area. In particular, he will doubtless want to discuss Battersea Power Station’s recent appointment of Frank Gehry as the architect for the building’s redevelopment. In addition, he will be interested in the public realm and the plans for the linear park.

The guided tour of the area will include a walk of Vauxhall area with Chris Law (who is an architect himself).
The tour will include:
- The Vauxhall Pleasure Gardens – where we will highlight plans to improve the landscaping of the gardens and surrounding walkways
- The Vauxhall railway arches – indicating what Vauxhall One has achieved so far and plans for the future. This will include a stop at the new exhibition/ events space
- A visit to Embassy Gardens marketing suite, including the roof terrace which gives great views of the area particularly the construction of Embassy Gardens and the new US Embassy. Here we will meet Susie Gray - Cultural Development Coordinator, Nine Elms on the South Bank
• A visit to Riverlight marketing suite where the journalist will be briefed on the developments architects and plans for the public realm at the site

Recent articles:

Contact Details:
Philip Kleinfeld: philip.kleinfeld@progressivedigitalmedia.com @PKleinfeld
**Sian Disson and Caroline Stephens**  
**World Architecture News.com**

**Briefing Details:**  
**Date:** 2.00pm, Thursday 7th November 2013  
**Venue:** Nine Elms Delivery Team offices, New Covent Garden Market  
**Attendees:** Bea Bishop and Caroline Horwich – The Communication Group plc

**About Sian Disson:**  
Sian has been the News Editor of World Architecture News.com since 2011.

**About Caroline Stephens:**  
Caroline is the Business Information Manager for World Architecture News.com, as well as being the Vice Chair for the Sussex branch of RIBA.

**About World Architecture News.com:**  
World Architecture News (WAN) is a global online resource for architects, covering news that is relevant to the industry, as well as featuring blogs and hosting awards. The website has 2,100,000 monthly unique users.

**Recent articles:**
- *Interview: Alex Ely,* 21st October 2013  

- *WAD13 takes off in New York,* 7th October 2013  

- *Letting nature take its course,* 30th September 2013  

**Briefing Background:**  
In addition to having a meeting with Helen Fisher, the journalists will be having a guided walk of the area with the Communication Group plc team. We will be meeting with Chris Law for a walk around Vauxhall and briefing on the work that Vauxhall One are doing and visiting the developments along Nine Elms lane.

Sian is interested in gaining an insight into the background of the Nine Elms on the South Bank project and understanding how the different elements, such as residential buildings and public space, all fit together. She additionally wants to look at forthcoming infrastructure developments in Nine Elms, including cycling and pedestrian channels, and bridges. She will also doubtlessly want to discuss the design schemes of the individual building projects and their sustainability due to the focus of the website.
Contact Details:
Sian Disson: +44 (0)1273 648 930, sian.disson@worldarchitecturenews.com
Caroline Stephens: caroline.stephens@wantoday.com

Details on project architects:
- Merano Residences – Rogers Stirk Harbour
- Corniche - Foster + Partners
- Riverlight – Rogers Stirk Harbour
- Embassy Gardens – Terry Farrell and Partners (Masterplanning), Feilden Clegg Bradley Studios (winners of the Stirling Prize, 2008), Allford Hall Monaghan Morris, FLACQ/Arup, Woods Bagot (Interior Design), Camlins (Landscape Design)
- Battersea Power Station – phase 1 Ian Simpson, master planning Rafael Viñoly Architects, phase three Gehry Partners and Foster + Partners
- CGMA - Foster & Partners and Neil Tomlinson Architects
- One Nine Elms – Kohn Petersen Fox

Background on Gehry Partners:
Established in 2001, Gehry Partners is an international architecture firm that is based in California. Frank Gehry, the founding architect and a Pritzker Prize winner, has designed several impressive buildings around the world, including the Guggenheim museum in Bilbao, Walt Disney Concert Hall in L.A., the Dancing House in Prague and 8 Spruce Street in NYC. In October 2013, Gehry was appointed joint architect with Foster + Partners to design the "High Street" phase of the development of Battersea Power Station in London and will be Gehry’s first project in London.

Whilst the 2010 World Architecture Survey praised Gehry’s designs as some of the most important of the contemporary age, Gehry has come under criticism due to the high costs of his buildings. The Walt Disney Concert Hall, for example, went $174 million over budget, whilst cost Gehry Partners received $15 million in fees for MIT’s building in Massachusetts. Gehry has refuted claims that he is overly expensive by stating that he never comes in over-budget unless a client adds extra amenities "or because of cataclysmic circumstances."
Alfred Joyner  
News Producer, International Business Times UK

Interview Details:
Date: Tuesday, 19th November 2013
Venue: Nine Elms Delivery Team offices, New Covent Garden Market
Attendees: Bea Bishop and Caroline Horwich – The Communication Group plc  
bbishop@thecommunicationgroup.co.uk - 07795387734  
chorwich@thecommunicationgroup.co.uk - 07843277848

About Alfred Joyner:
Alfred has been a news producer for International Business Times UK since 2012, covering Business, Entertainment, Consumer Technology and Sports. He previously worked as a researcher at October Films and at Odd Girl Out Productions.

About International Business Times UK:
International Business Times is an online publication that provides financial news and analysis from all of the world’s markets through its global editorial network. It also examines how economic, political and societal events connect from region to region. The website has a readership of 1,793,000.

Interview Background:
Alfred is producing a short documentary that will examine the redevelopment of Nine Elms on the South Bank and will focus in particular on the impact that the regeneration project will have on London and the local economy. The interview is an on-camera Q & A session that will centre on Nine Elms’ role in bringing investment to the area. He also would like to discuss the impact that the project will have on Wandsworth in particular. A presenter and two cameramen will also be in attendance.

Interview Schedule:
• 9.00am: arrival at Nine Elms offices
• 9.15am: interview with Helen Fisher, Programme Director of Nine Elms on the South Bank
• 10.00am: interview with Cllr Govindia, Leader of Wandsworth Council and co-chair of the Nine Elms Vauxhall Partnership
• 10.30am: interview with Sean Ellis, Chairman of St. James Group Ltd.
• 11.00am: interview with Rachel Broughton, Senior Development Manager of CLS Holdings
• 12.30pm: interview with Giles Semper, Executive Director of Vauxhall One
• 1.00pm: interview with Richard Oakes, Sales and Marketing Director at Ballymore
• 1.30pm: interview with Cllr Peck, Leader of Lambeth Council and co-chair of the Nine Elms Vauxhall Partnership
• 2.00pm: interview with Pam Alexander, Chair of Covent Garden Market Authority
Areas of focus:

- **Helen Fisher:**
  - Overview of the project, the Nine Elms Vauxhall Partnership, and the progress of the forthcoming developments
  - Linear Park
  - Transport improvements, including cycling provisions and the extension of the Northern Line.

- **Cllr Govindia:**
  - Major schemes in the borough moving forward at pace, Battersea Power Station, Riverlight
  - Wandsworth Housing Initiative, including Wandsworth’s Buy to Let scheme on Patmore / Savona Estates
  - Leadership opportunities and challenges in working closely with public and private partners
  - Foreign investment
  - Job opportunities

- **Sean Ellis:**
  - Riverlight as a major residential development to be delivered
  - The opportunities along Albert Embankment
  - RCA and the importance of culture in place-making

- **Rachel Broughton:**
  - Development of Vauxhall Square
  - Progress of Spring Mews
  - Creating space for commercial occupiers in the opportunity area

- **Giles Semper:**
  - Burgeoning culture offer in Vauxhall, including Pleasure Gardens, railway arches and the emerging gallery quarter

- **Richard Oakes**
  - Embassy Gardens, design and next phase
  - Linear Park
  - US Embassy

- **Cllr Peck:**
  - Developments on Albert Embankment, the longer term changes to Vauxhall town centre and development of local benefits such as parks, schools and health care
  - Delivering jobs training and education, through jobs charter, jobs brokerage being established and a joint co-ordination unit being approved
  - Leadership opportunities and challenges in working closely with public and private partners, and the opportunities the partnership allows
  - Improvements to the gyratory
  - The affordable homes solution being delivered by St James / Vauxhall City Farm

- **Pam Alexander:**
  - Progress of New Covent Garden Market site
  - Garden Heart
Appendix Three
Internal Q&A document
Internal Q&A document

1. Introduction

Nine Elms on the South Bank is one of the greatest transformational stories in the world’s greatest city. We have put together this pack to help you tell that story consistently and with greatest impact. This pack comprises ‘off the shelf’ copy (points 2-4 inclusive) that can be used alongside individual development-led communication to deliver the Nine Elms on the South Bank message, as well as key points on hot topics (point 5 onwards). This pack will be regularly updated.

For visual guidelines on the use of the Nine Elms on the South Bank brand, please refer to the brand guidelines.

If there are any questions, please contact Samantha Campbell in the Nine Elms Delivery Team - 020 8871 5198 and Samantha@nineelmsonthesouthbank.com or Bea Bishop at The Communication Group plc - 020 7630 1411 and BBishop@thecommunicationgroup.co.uk.

2. One liner

To be used as in press releases, websites, brochures etc:

Nine Elms on the South Bank is the transformational area between Lambeth Bridge and Chelsea Bridge. The £15 billion regeneration project is one of the largest in Europe and the most significant development area in London.

3. The Nine Elms on the South Bank story

Nine Elms on the South Bank is the greatest transformational story in the world’s greatest city. It is the area between Lambeth Bridge and Chelsea Bridge on the south bank of the River Thames which includes Vauxhall, the new US Embassy, New Covent Garden Market and one of London’s most iconic landmarks, Battersea Power Station. From a largely disused and industrial part of the city, Nine Elms will become a vibrant new community, new business district and new cultural destination offering jobs, homes and two new town centres.

Named after the row of Elms that once bordered the main road, Nine Elms was a place for market gardens and potteries but since the mid-1800s the area has served London as an industrial area.

The area generally suffers from limited infrastructure and poor north-south connections. The dominance of the Vauxhall gyratory system, the railway viaduct and existing development along the river has led to a sense of disconnection. Primarily an industrial area, there is little residential stock and what exists is mainly 1950s-built Council housing. However, this will change, as transformation over the next ten years will see at least 18,000 new homes, 25,000 new jobs and £15 billion of investment.
Starting from the east, Nine Elms on the South Bank comprises developments on Albert Embankment, through Spring Gardens, a tall building cluster at Vauxhall, exceptional residential developments on Nine Elms Lane, including Embassy Gardens and Riverlight; and Wandsworth Road, with planned developments at New Covent Garden Market and the Nine Elms Sainsbury’s site.

In the centre of Nine Elms will be the redeveloped New Covent Garden Market with a new ‘Garden Heart’, an open market that will showcase the UK’s largest fruit, vegetable and flower market. The old Royal Mail site will become a new residential neighbourhood with a primary school. Keybridge House will provide new homes, retail and commercial space, while the Battersea Gas Holders site will also see new homes, shops, offices and leisure facilities. At the western end, there will be a new town centre, including a dynamic commercial and retail hub in Battersea Power Station and 3,800 homes.

Throughout Nine Elms on the South Bank, large areas of brownfield land are being transformed into new open space to become a greener, cleaner district with a network of parks, public squares, cycle ways and footpaths, including a riverside path.

The whole development is being supported by substantial infrastructure developments. A package of transport improvements includes two new Northern Line stations on Wandsworth Road and at Battersea Power Station, as well as better train, bus and river services. There are also plans for a new pedestrian/cycle bridge across the Thames and the Vauxhall gyratory will be redeveloped to make it more pedestrian and cyclist friendly.

4. Boiler plate

To be used as a boiler plate on press releases or where a longer description is required:

About Nine Elms on the South Bank:
Nine Elms on the South Bank is the £15 billion transformational area between Lambeth Bridge and Chelsea Bridge, which includes Vauxhall town centre, the new US Embassy, New Covent Garden Market and Battersea Power Station. It is one of the largest regeneration projects in Europe and the most significant development area in London.

5. Key messages

a) Outstanding architecture & public realm:
Nine Elms on the South Bank will be home to a wealth of outstanding iconic buildings, including Battersea Power Station, the new US Embassy and an ultra-modern tall building cluster in Vauxhall. Some of the world’s leading architects and designers, including Rafael Viñoly, Frank Gehry, Rogers Stirk Harbour + Partners, Sir Terry Farrell, Allies and Morrison, Kieran Timberlake and Fosters + Partners, are reshaping the entire district on a scale seldom seen in an established world city. All developments have integrated sustainability credentials into their designs to ensure the area is not only aesthetically pleasing, but also green.
We are also striving to create a public realm of exceptional quality by reclaiming pockets of land bit by bit, including the opening of a stretch of riverside path. A continuous green corridor, known as the linear park, will sweep through the district from west to east and will provide a beautifully landscaped, green and car-free pathway from Battersea Power Station all the way to Vauxhall Cross. This green corridor will pick up again along a Vauxhall Walkway, already commissioned through a RIBA International Design Competition.

b) Greatest source of new jobs and homes in the UK:
No other development project can match Nine Elms on the South Bank in terms of social and economic benefits. It will create billions of pounds worth of growth, at least 18,000 homes and 25,000 permanent jobs. During construction, another 22,000 jobs and 1,000 apprenticeships will be provided, ensuring local jobs for local people. A co-ordinated jobs brokerage service has been created by Lambeth and Wandsworth (see page 4 for contact details).

c) Central London
Nine Elms on the South Bank is within walking distance of Sloane Square and the Houses of Parliament and Vauxhall is in Zone 1.

6. Nine Elms in numbers

• £15 billion total investment
• 195 hectares (480 acres) – 3 times the size of Hyde Park
• 18,000 new homes
• 2,700 new affordable homes
• 25,000 new jobs post construction and 22,000 construction jobs
• 6.4m sq ft commercial space
• 2.8 million sq ft retail/leisure in two main clusters (Vauxhall and Battersea Power Station) – so far. That’s 50% more than Westfield Stratford (1.9million sq ft).
• Over 3 million sq ft of new office space
• Up to nine hotels
• Community / D1 – 54,000 sq ft

NB: ‘Garden Heart’ including new retail market

• Highest forecast property value growth in London - 140% from 2011 to 2016 according to Knight Frank

7. Nine Elms on the South Bank - Media Q&A (not for distribution)

This section outlines the appropriate responses to some of the more challenging questions about Nine Elms on the South Bank. It is NOT to share directly with media, but is to be used for guidance when answering media enquiries. It is an evolving document and will be updated as and when necessary.
How long will the partnership between stakeholders last? Doesn’t it involve too many people and will it probably fail when financial interests kick in?

- The Vauxhall Nine Elms Partnership is a fresh approach to delivering large scale developments.

- A strong partnership between the private and public sectors, two local authorities, the Mayor’s office, the GLA and TfL working together to create a new district for London.

- To date the partnership have successfully delivered innovative funding mechanisms for infrastructure, exceptional levels of residential property sales and attracted high profile commercial tenants, namely the US Embassy and the Dutch Embassy.

What is Nine Elms on the South Bank, how is it a district, and will local people actually want to be part of it? Don’t local people identify with Vauxhall, Wandsworth etc?

- Nine Elms on the South Bank is a new central London district; a new city within the city. Nine Elms on the South Bank will be a vibrant hub for local people to enjoy: both the existing communities in the area as well as the new community moving into Nine Elms on the South Bank from 2014.

- The area will offer new green space including the linear park, stretching from Battersea Power Station to Vauxhall Cross, improved transport facilities and access to the South Bank, new shopping and leisure facilities, new primary schools, health and community facilities, as well as at least 18,000 new homes and 25,000 new jobs. There will also be outstanding new residential and commercial buildings.

- There are numerous landmarks that people already identify with within the area, namely Albert Embankment, Vauxhall town centre, New Covent Garden Market and Battersea Power Station. The new US Embassy, relocating to Nine Elms in 2017, is set to become a new icon for the area.

- Nine Elms on the South Bank is rapidly becoming recognised as a future go-to destination for the culturally savvy; a natural extension of the South Bank:
  - The Royal College of Art collaboration with St. James on the creation of a new creative space at Riverlight
  - Damien Hirst’s Newport Street Gallery opening in Vauxhall in 2014, that will house his personal art collection of some 2,000 pieces
  - An emerging Vauxhall Gallery District: Charles Asprey’s Cabinet Gallery joins the Newport Street Gallery, scheduled to open summer 2014, alongside existing Beaconsfield and Gasworks spaces.

- Nine Elms on the South Bank is the exciting final piece of the South Bank jigsaw.
What are the 25,000 jobs and where/when will they be delivered?

- The London plan anticipates that the area will accommodate 25,000 permanent jobs. Affordable housing for the area is subject to two separate housing planning authorities with different aspirations and targets. Specific questions on affordable housing should be referred to Lambeth or Wandsworth Councils directly.

- The development plans are all mixed use so the jobs will be dispersed across the area, with main concentrations at Battersea Power Station and in Vauxhall Town Centre at the tall building cluster.

- Already had great success attracting major commercial occupiers – i.e. US Embassy and the Dutch Embassy.

- Wandsworth and Lambeth councils have set up a Nine Elms on the South Bank jobs brokerage service specifically for local residents, providing support and access to the job opportunities across the area. The service has already secured commitment from the developers operating in the area to provide 400+ jobs, apprenticeship and training opportunities for local unemployed residents in the years ahead.

- Contact details for Lambeth residents: Lambeth Working at lambethworking@lambeth.gov.uk
- Contact details for Wandsworth residents: Wandsworth Work Match at wandsworthworkmatch@wandsworth.gov.uk or call on 020 8871 5191

- The permanent jobs will be created in phases between 2013 and 2023 as each project reaches completion.

- Post-construction, a study by Jones Lang LaSalle predicted that the jobs will be across the creative industries, professional services and technology – including 8,500 retail (28%), 800 in hotels, 630 leisure and 19,500 office (B1).

What are the real levels of investment interest in the area?

- Probably the biggest private sector development programme in Europe, with a predicted £15bn worth of investment in the area.

- The majority of the area is now in the hands of the development industry (Ballymore, Battersea Power Station Development Company, CLS Holdings, St James and St George (part of the Berkeley Group) and Dalian Wanda Group; or as part of joint ventures, Barratt Homes at Sainsbury’s Nine Elms, VINCI & St Modwen (VSM) at New Covent Garden Market and McClaren Property & Citygrove at New Bondway.

- Significant work is already underway.
Why haven’t the boroughs stuck to their affordable housing targets? Won’t local people just be priced out of the market?

- The original target of 2,500 affordable homes across Nine Elms on the South Bank has already been surpassed with 2,700 already approved.

- It is important to note that the private sector developers tasked with delivering affordable homes are also delivering many other social infrastructure benefits to the existing and future community, as well as these homes. Examples include transport benefits, such as the Northern Line Extension, new schools and public realm improvements like more green spaces.

- There are some fantastic initiatives within the area, such as Wandsworth’s buy to let scheme on the Patmore and Savona estates, and the partnership between St James Group and Vauxhall City Farm in Lambeth, where larger homes will be created for social rent whilst simultaneously delivering better facilities for the Farm.

- It is critical that new neighbourhoods reflect the diverse nature of today’s London. A good variety of homes (tenure, type, size of property) will become available over the programme life.

With so many sales in Battersea Power Station, Embassy Gardens and Riverlight going to overseas buyers won’t this become a central London ‘rich person’s ghetto’; or worse still, another ‘Lights-out London’ neighbourhood?

- All developers offered the early phases of their developments to domestic and international purchasers.

- Across these new build developments, there has been a minimum of 50% domestic sales.

- It is the nature of large scale, new-build developments that part of the development has to be forward sold in order to finance the development. International investment is often the difference that makes development viable, as it supports cash flow early on. It underpins the provision of public amenities and affordable housing and creates jobs.

- If purchases are made by international investors who subsequently do not wish to live in the properties, they will become rental properties that will increase the London housing stock. Under-occupation is greatly exaggerated. These purchasers want capital appreciation and the rental income. Research from Jones Lang LaSalle (May 2013) found that 85% of international buyers purchase London property for investment purposes and rent them when complete. And as well as increasing stock, foreign investors are improving the quality of the rented sector.
Overall, it is important to note that at least 18,000 new homes in Nine Elms on the South Bank on its own will provide around 5% of the predicted requirement for London housing in the next ten years.

Isn’t the Sustainability Charter just greenwash?

- No. Sustainability runs through every facet of the programme and has been central to the planning process from the outset.
- Nine Elms on the South Bank will be a low carbon district with highly innovative green infrastructure, including an area-wide district heating network.
- We already have examples where development proposals are showing what a modern sustainable district can achieve; the US Embassy is on target to achieve BREEM outstanding and LEED platinum, one of only a handful of buildings to achieve this target.
- We are also going to create 4.5 hectares of new green open space right in the heart of the city, which will not only provide London with a new riverside park but also improved new ecological habitats.
- This is a 100% brownfield redevelopment programme.

Who will pay for the pedestrian footbridge? How is it going to be viable?

- It’s early days for the bridge but it will largely be funded through developer contribution.

How will the Northern Line Extension (NLE) benefit the whole of Nine Elms on the South Bank?

- The two new tube stations – plus the existing station in Vauxhall - will bring the entire district within a short walk of the tube network.
- Residents in areas just outside of Nine Elms and Vauxhall will also benefit from a new neighbourhood tube line.
- The NLE would also take the pressure off Vauxhall underground station, bringing relief to thousands of commuters who use this key bus/train/tube interchange.
- Across Nine Elms, there will also be major highway improvements, new cycle routes, car club spaces, new pedestrian routes, a planned pedestrian bridge to Westminster, additional bus services, Boris Bike docking stations and a new passenger pier for riverbus services.
• The Vauxhall underground station, Battersea Park Station and Queenstown Road Station will also be upgraded.

How will you avoid the creation of a ‘glass canyon’ effect?

• It is a major objective of the partnership to ensure that the spaces between buildings and developments work effectively, are beautifully designed, and encourage accessibility and permeability.

• We are putting serious emphasis on the creation of beautiful public realm, as well as pedestrian and cycle routes through the area.

8. Contact details:

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